



OFFICE OF THE CITY CLERK

REPORT

TO THE HONORABLE MAYOR AND CITY COUNCIL

DATE: July 15, 2005

REPORT NO.: 05-06

SUBJECT: PROPOSED RESTRUCTURING OF THE OFFICE OF THE CITY CLERK

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

BACKGROUND

During the June 13, 2005 City Council Meeting, a proposed restructuring of the Office of the City Clerk was referred to the Transition Committee for consideration. The report suggested moving the City's current Information Technology Department's Video and Web Services, as well as an audio or communications component into the Clerk's Office. It also recommended establishing a "Communications Oversight Committee" consisting of non-city employees to advise the City Clerk's Office, the Mayor and the Council on ways to bring new technology into the Office of the City Clerk as it relates to the City TV, website, public records access and website development.

In an attempt to ascertain the feasibility of this proposed restructuring, eight cities that currently have a Strong Mayor form of government were contacted. The following questions were posed:

1. Where is your cable television/web group located in your city structure?
2. Who does it report to (Mayor, Council, City Manager, etc.)?
3. What measures are in place for determining programming or resource allocation?

A spreadsheet that summarizes the results is attached for your consideration.

Staff from the Office of the City Clerk is available to answer questions.

City	Location in City Structure	Reports to....	Measures in Place to oversee Programming and/or Resource Allocation?
Los Angeles	Information Technology	Mayor	Municipal Access Policy Board = a citizen advisory board that oversees programming. This group also established policies and procedures adopted by the City Council. The Legislative Body approves budget so oversees resource allocation.
San Francisco	Department of Telecommunications	Mayor	Content/Programming is driven by resource allocation - the budget for the Dept of Telecommunications is finalized as part of the Mayor's Budget Process. There is no Citizen Advisory group or active Commission involved in the process.
Boston	Information Systems	Mayor	Programming occurs as a function of resource allocation - approved as part of budget process. The Director of Cable Communications works with both Mayor & Council Offices to determine priorities. No Citizen Advisory Group.
Oakland	Marketing	City Administrator/Mayor	The cable TV station (KTOP) is part of a spectrum of marketing resources: web, public information officers, etc. The content is guided by existing policies, feedback from the legislative body and input from the Mayor's Office.
Seattle	Information Technology	Mayor & Technology Committee	The Chief Technology Director reports directly to the Mayor, but also reports every two weeks to the Technology Committee (made up of Councilmembers). A Content Manager works with input from these two groups to balance programming.
Houston	Mayor's Office	Mayor	The Division Manager of the Municipal Channel sets the programming schedule. There are specific policies & procedures in place to direct resources. Would not recommend Citizen Advisory Group.
Detroit	Non-departmental Entity	Cable Commission	Cable Commission helps guide programming - 4 members appointed by Mayor/3 by Councilmembers. The City Council approves the Director and Deputy for the cable station - this provides a balance for resource allocation.
Cincinnati	Agency	City Manager/ Mayor	The Cable group has its own set of policies & procedures that guides programming content. The Citizen Advisory Group was disbanded years ago. Struggles for resources generally happens more among Councilmembers than Mayor vs Council.